

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors on national trade and consumer publications. This list covers decorating, appliances, food, building, gardens - every phase of the home furnishings field. To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Additional copies are \$5 each to yearly subscribers. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 6 10:30 A.M. Breakfast	PRESS PREVIEW TO SHOW DECORATIVE CLOCKS A preview for the press of a line of new decorative clocks for desk, wall, boudoir and travel will be given on this date by invitation only. Publicity: Franklin Fisher Associates, MU. 2-1983.	SEMCA CLOCK COMPANY 30 IRVING PLACE	CRYSTAL ROOM HOTEL PLAZA
Thursday July 6 Just out	BOOK ON HERB COOKERY A new book on how to cook with herbs, "The Art of Cooking with Herbs and Spices," by Milo Miloradovich, will be out on this date. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO.	14 WEST 49TH STREET
Thursday July 6 Just out	NEW HANDWOVEN SILKS A brilliant group of Bronzini handwoven silks from Italy is available exclusively at the five Knoll showrooms in this country and through architects, designers and interior decorators. Contact: Jane Jenkins, TR. 9-8200.	KNOLL ASSOCIATES, INC.	601 MADISON AVENUE
July 7- July 12	NORTHWEST FURNITURE MFRS. ASS'N. TRADE SHOW, OLYMPIC HOTEL, SEATTLE, WN. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
July 7-15	NAIROBI IDEAL HOMES AND TRADES EXHIBITION, NAIROBI, AFRICA.		
Sunday July 9- July 14	NEW YORK LAMP SHOW Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 19, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. Contact: George F. Little Management, MU. 9-7147. Publicity: Catherine Blondin Assoc., MU. 9-7360.	LAMP MANUFACTURERS	HOTEL NEW YORKER

WEEK BEGINNING MONDAY, JULY 15, 1950

July 10- July 13	NATIONAL TRADE SHOW, NATL. ASSN. MUSIC MERCHANTS, PALMER HOUSE, CHICAGO CONTACT: W. R. GARD, EX. SECTY., 28 E. JACKSON BLVD., CHICAGO, ILLINOIS.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 10- July 14	ARMORY FURNITURE SHOW Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit. Contact: William S. Orkin, Orkin Expositions Management Co., 8 West 40th St., BR. 9-0993.	ORKIN EXPOSITIONS MGMT.	71ST REG. ARMORY
Monday July 10- July 14	NATIONAL HOUSEWARES SHOW These dates have been set for the National Housewares and Home Appliance Show this summer. Contact: A.W. Buddenberg, 1140 Mdse. Mart, Chicago 54.	NATL. HSWRS. MFRS. ASSN.	ATLANTIC CITY, N.J.
Monday July 10- July 14	NEW ITEMS TO BE SHOWN Approximately 50 new items will be shown by this concern at the National Housewares Show as well as a representative cross-section of its complete lines. A featured item will be the Ekconomic low-pressure cooker and sterilizer which recently won the National Home Safety Award. Publicity: Carl Byoir & Associates, Inc., 33 LaSalle Street, Chicago 2, Illinois.	EKCO PRODUCTS COMPANY	ATLANTIC CITY, N.J.
Monday July 10- July 15	NEWLY DECORATED SHOWROOM Rushed to completion for the current "unofficial" Summer Carpet Market, the newly remodeled Lees showroom is now ready for Carpet Market Week. Under the direction of Raymond Loewy Associates, the entire area has been changed to take care of more customers at one time and has been newly decorated and carpeted. Publicity: Wilmer D. Cressman, Pub. Rel. Mgr., James Lees & Sons Co., Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	295 FIFTH AVENUE
Monday July 10- July 15	TRAVELING HOUSE CONSTRUCTION EXHIBIT A traveling exhibit which displays good house construction will be shown. Sponsored by the Central Mortgage and Housing Corp. of Ottawa, Ontario, the exhibit was engineered by the T. Eaton Co., Ltd. of Toronto. After leaving Calgary it will appear at the following places: Edmonton, July 17-22; Saskatoon, July 24-29; Regina, July 31-Aug. 5; Toronto, Aug. 25-Sept. 9; London, Sept. 11-16; Toronto, Nov. 14-22. Contact: Mr. B. E. Mercer, T. Eaton Co., Ltd., College St., Toronto 1, Canada.	CENTRAL MORTGAGE & HOUSING CORPORATION	CALGARY EXHIBITION CALGARY, CANADA
July 10- July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10- July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10- July 17	FALL AND WINTER LINE TO BE SHOWN This concern will show its new line of Fall and Winter models backed up by an extensive promotional campaign. Publicity: S. Olchak, HY. 2-8000.	AIR KING PRODUCTS CO. 170-53RD ST., BROOKLYN	SPACE 1454 MDSE. MART, CHICAGO
Monday July 10- July 22	SOUTHERN FURNITURE MARKET This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N. C.	EXPOSITION BUILDING	HIGH POINT, N.C.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 10- July 22	NEW SHOWROOM At the Southern Furniture Market this year, Lees will exhibit its line in a new and larger showroom designed for them by Raymond Loewy in the new wing of the Southern Furniture Exposition Building on the first floor near the elevators. Publicity: Wilmer D. Cressman, Pub. Rel. Mgr., James Lees & Sons Company, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	HIGH POINT, N.C.
Tuesday July 11 5:00 P.M.- 7:00 P.M.	COCKTAIL PARTY A cocktail party will be held during the Music Show in Chicago, July 10 to 13, in the Grand Ballroom of the Palmer House, by invitation only. The new line of Magnavox instruments may be seen in room 18, fourth floor Palmer House, during the show. Publicity: Lauren K. Hagaman, Magnavox Company, Fort Wayne 4, Indiana.	MAGNAVOX COMPANY	PALMER HOUSE, CHICAGO
Thursday July 13 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF MODERN DINNERWARE These concerns will present two collections of modern dinnerware, designed by Anton Refregier and Charles Cobelle, to members of the press, at the Park Lane Hotel, 299 Park Avenue. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	UNIVERSAL POTTERIES, INC. & PADEN CITY POTTERY CO.	PETIT SALON PARK LANE HOTEL
Friday July 14 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW New designs in modern table glass, designed by Russel Wright, will be shown to the press for the first time on this date at a breakfast in Imperial's New York Showrooms. <u>By invitation only.</u> Contact: Emma Cole, Emmary Consultants, 9 East 46th Street, PL. 9-2917.	IMPERIAL GLASS CORP.	1107 BROADWAY
Saturday July 15	AWARDS TO BE MADE On this date the results of the window trim contest conducted by this firm will be announced. All dealers in this distributing area were invited to participate in this contest which opened April 17 and will close July 8. Cash awards will be made. Contact: Ira Kaplan, WA. 9-2264.	EMERSON-NEW YORK, INC.	111 EIGHTH AVENUE
Sunday July 16- July 19	CALIFORNIA LAMP SHOW The success of the January Lamp Show leads the management to expect a 2000 attendance at this second show, the only lamp show west of Chicago. More than 200 individual lines, drawn from national, local and import sources will be exhibited under one roof at the same time as the California Curtain & Drapery Show. A new category, pictures, is to be added this season. Contact: Woody C. Klingborg, 1151 S. Broadway, Los Angeles, Cal.; Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles 14.	L.A. TRADE FAIR	BILTMORE, L.A., CAL.
Sunday July 16- July 21	CHINA, GLASS, POTTERY SHOW The second annual China, Glass & Pottery Show will open at 1 P.M. on July 16 and close at 1 P.M. July 21. Hours on other days, 9 A.M. to 6 P.M. For the convenience of buyers, domestic dinnerware will be on the 8th floor, domestic glassware on the 7th floor; art china and pottery on the 6th floor and import lines on the 5th floor. Contact: George F. Little Management, MU. 9-7147.	GEO. F. LITTLE MNGMT.	HOTEL NEW YORKER
July 16- July 21	ALLIED LINENS AND DOMESTICS SHOW CONTACT: HAROLD SADEV, FRANK & SADEV, PE. 6-9451.		HOTEL BILTMORE, NEW YORK CITY.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 16- July 21	CALIFORNIA CURTAIN & DRAPERY SHOW New products, new designs and new techniques in processing will be pre- viewed at this summer exhibition. A central registration and information booth will be maintained in the Alexandria Hotel throughout the showing. A special evening of entertainment is planned for Tuesday, July 18, at the Biltmore Ballroom. As in the past, showrooms will be open on Sunday. Contact: Joseph Lockwood, Los Angeles Trade Fair, 1151 S. Broadway, Los Angeles; Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles.	LOS ANGELES TRADE FAIR 1151 SO. BWAY, L.A. CAL.	INDIV. SHOWROOMS LOS ANGELES, CAL.

WEEK BEGINNING MONDAY, JULY 13, 1950

July 17- July 21	SUMMER FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: J. J. COWEN, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
Monday July 17	RETAIL SALES STOPPED On this date retail sales will be discontinued at Pascoe's showroom which will confine itself to serving the professional and wholesale trade. To- day's House, 53 East 34th St.; Bamberger, Harand, Queens; Gahan & Lowe, Brooklyn, are among the metropolitan New York outlets that will now carry Pascoe furniture at retail. Publicity: Louise Sloane, TR. 4-6182.	PASCOE, INC.	10 WEST 55TH STREET
July 19- July 22	ANTIQUES FAIR, TOWN HOUSE, PETERBOROUGH, NEW HAMPSHIRE. CONTACT: DR. & MRS. GEORGE CLYMER, DIRECTORS, PETERBOROUGH, NEW HAMPSHIRE.		
July 21	HOME FURNISHINGS MEETING OF FASHION GROUP, TOWN HOUSE, LOS ANGELES, CAL.		
Friday July 21	NEW EDITORIAL SLANT With its August issue, out on this date, Charm Magazine has adopted a new editorial concept - the Magazine for Women Who Work. One of its features will be a Housekeeping Department, directed by Charlotte Adams, which will pay close attention to the problems of the working woman who runs a home and holds down a full-time job at the same time. It will attempt to make her housekeeping job an easier one. Publicity: Addie Weinerman, Assoc. Prom. Dir., Pub. Rel., MU. 3-8910.	CHARM MAGAZINE	122 EAST 42ND ST.
July 22- July 28	NATL. DOMESTICS LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY. CONTACT: MRS. G.R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 27	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, MU. 9-7147.		
July 23- July 27	GREATER CAPITAL GIFT SHOW, HOTEL HARRINGTON, WASHINGTON, D. C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 23- July 28	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: MRS. G. R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 28	KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Sunday July 23- July 28	THE CALIFORNIA GIFT SHOW Exhibitors will display at the Merchandise Mart, Brack Shops, Alexandria Hotel and Biltmore Hotel. Publ.: Medberry & Barth, 860 S. Los Angeles St. Contact: Woody C. Klingborg, Trade Fair, 1151 So. Bway, Los Angeles, Cal.	L.A. TRADE FAIR	LOS ANGELES, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 23- July 29	LOS ANGELES TRADE FAIR, ALEXANDRIA HOTEL, LOS ANGELES, CALIFORNIA. CONTACT: WOODY KLINGBORG, L.A. TRADE FAIR, 1150 SO. BWAY, LOS ANGELES.		
<u>ADVANCE DATES AND NOTICES</u>			
July 24- July 27	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT. ATLANTA, GEORGIA. CONTACT: FOSTER STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
July 24- July 29	CRAFTSMAN'S FAIR OF THE SOUTHERN HIGHLANDS, GATLINBURG, TENNESSEE. SPONSORED BY SOUTHERN HIGHLAND HANDICRAFT GUILD AND SOUTHERN HIGHLANDERS.		
Monday July 24- July 28	SUMMER FURNITURE MARKET WESTERN MERCHANDISE MART SAN FRANCISCO, CAL. Various special events have been planned for the Market. On Monday, July 24, the Furniture Club's second annual cocktail party will be held from 5:30 to 7:30 P.M. in the Mart Club Auditorium. Open to retail furniture dealers and buyers. The Furniture Retailers Seminar will be held on Tuesday, July 25, at 6 P.M. in the Mart Club Auditorium. This is open to retailers only. On Wednesday, July 26, the Western Radio-Television and Appliance Trade Dinner will be held at 6 P.M. in the Mart Club Auditorium; open to all members of the trade. Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.		
July 27- July 30	INTERNATIONAL HARDWARE SHOW, CHICAGO, ILLINOIS. CONTACT: F.M. HOGAN, 28 E. JACKSON BLVD., CHICAGO, ILLINOIS.		
July 30- Aug. 2	NEW YORK STATE GIFT & ART SHOW, HOTEL POWERS, ROCHESTER, N.Y. CONTACT: EUGENE RICHARDSON, 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
July 30- Aug. 3	NATIONAL ASSOCIATION OF VARIETY STORES TRADE SHOW, LA SALLE, CHICAGO, ILL. CONTACT: M.E. SMITH, 1416 MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 31- Aug. 10	BED COVERING & LINEN SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: WALTER OLIMAN, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Monday July 31- Aug. 11	FIFTIETH SEMI-ANNUAL EASTERN MANUFACTURERS PALMER HOUSE CHICAGO GIFT SHOW & IMPORTERS EXHIBIT, INC. LA SALLE HOTEL Approximately 100 additional exhibit rooms at the La Salle Hotel will be used this season to accomodate the many prominent firms who wish to display their merchandise, bringing the total of exhibits to about 350. There will be a dinner-dance on Thursday, August 3rd, at the Palmer House and a cocktail party on Tuesday, August 8 at the La Salle Hotel. Contact: George F. Little Management, 200 Fifth Ave., New York 1, N.Y., MU. 9-7147.		
Monday July 31- Aug. 11	MERCHANDISE MART GIFT MARKET	MERCHANDISE MART EXHIBITORS	MERCHANDISE MART CHICAGO, ILLINOIS
	Gifts, china, glass and pottery will be shown at this market. Giftwares for the home are expected to be emphasized. New patterns in handmade table glassware, china and pottery dinnerware will be available. Publicity: Robert B. Johnson, Promotion Dept., Mdse. Mart, Chicago 54, Ill.		
July 31	REGISTERED CALIFORNIA GIFT SHOW, HOTEL MORRISON, CHICAGO, ILL., TO AUG. 11.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 31- Sept. 22	SALES TRAINING SCHOOL TO START Under the sponsorship of the Southern Retail Furniture Assn., a training school stressing salesmanship, furniture woods, furniture designs, laminated and solid woods, case goods construction, furniture fabrics, upholstered furniture construction, floor coverings, furniture trends, color harmony and so forth will be held for eight weeks. Contact: John H. Tobin, secretary, Southern Retail Furn. Assn., High Point, N.C.	SOUTHERN RETAIL FURNITURE ASSOCIATION	HIGH POINT NORTH CAROLINA
Aug. 1-5	CRAFTSMEN'S FAIR OF LEAGUE OF NEW HAMPSHIRE ARTS & CRAFTS, GILFORD, N.H.		
Aug. 4-6	SECOND ANNUAL CRAFT FAIR, MOUNT GRETN, PENNSYLVANIA.		
Sunday Aug. 6- Aug. 9	SAN FRANCISCO GIFT SHOW The Western Gift, Jewelry, Toy & Housewares Show will be held on these dates. Exhibits may be seen not only at the Civic Auditorium but also at the St. Francis and Sir Francis Drake Hotels and the Western Merchandise Mart. Contact: Kay Leber, Show Manager, 1355 Market St., San Francisco.	WESTERN MERCHANDISE EXHIBITORS ASSOCIATION	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
Aug. 6- Aug. 10	BUFFALO GIFT & ART SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Monday Aug. 7- Aug. 19	EXHIBIT TO OPEN Ekco Products Company will share exhibition space at the International Trade Fair with its subsidiary, Platers and Stampers, Ltd., of England. All the latter's products will be shown. Publicity: Carl Byoir & Associates, Inc., 33 No. La Salle St., Chicago 2, Illinois.	EKCO PRODUCTS CO.	NAVY PIER, CHICAGO
Monday Aug. 7- Aug. 19	FIRST UNITED STATES INTERNATIONAL TRADE FAIR Manufacturers and direct producers, importers and exporters, agents, cooperative associations, governmental agencies, bureaus and departments, transportation companies or agencies, and others directly concerned with international trade will exhibit at this exposition. The following categories are of interest to people in the home furnishings field; fabrics; leather goods, smoker's accessories, food, home furnishings, hardware, appliances and utensils, radio, television instruments, garden equipment and supplies, building materials and supplies and so on. About two-thirds of the exhibitors will be foreign. Textile and furniture exhibits will be concentrated in Navy Pier along with other consumer goods merchandise. Other exhibits will be at the International Amphitheatre, Coliseum and Arena. Contact: Paul Roberts, Room 10136 Merchandise Mart, Chicago 54, Illinois.	UNITED STATES TRADE FAIR MDSE. MART, CHICAGO, ILL.	FOUR EXHIBIT HALLS CHICAGO, ILLINOIS
Tuesday Aug. 8	ANNUAL OUTING The annual outing and golf tournament will be held at the Rye Wood Country Club in Westchester County. Contact: Arthur Nodine, WI. 7-2500.	CURTAIN & DRAPERY CLUB	RYE WOOD CTY. CLUB
Aug. 8- Aug. 12	49TH STATE GIFT & ART SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 12	CHICAGOLAND MUSIC FESTIVAL, CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 12-19	SECOND ANNUAL VIRGINIA HIGHLANDS FESTIVAL OF ARTS & CRAFTS, ABINGDON, VA.		
Aug. 13-	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON.		
Aug. 16	CONTACT: KAY LEBER, DIRECTOR, 1355 MARKET ST., SAN FRANCISCO, CALIF.		
Aug. 13-	PITTSBURGH GIFT AND ART SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA.		
Aug. 17	CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 13-	ALLIED JEWELRY SHOW, BILTMORE HOTEL, LOS ANGELES, CALIFORNIA.		
Aug. 17	CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Aug. 13-	MIDWEST FURNITURE SHOW, CITY AUDITORIUM, OMAHA, NEBRASKA		
Aug. 18	CONTACT: CHARLES HANLEY, MIDWEST FURNITURE ASSN., OMAHA, NEBRASKA		
Aug. 14	V-J DAY		
Aug. 14-	AMERICAN NATIONAL RETAIL JEWELERS ASSN. TRADE SHOW, WALDORF-ASTORIA, N.Y.		
Aug. 17	CONTACT: K. I. VAN COTT, PRESIDENT, BINGHAMPTON, N.Y.		
Aug. 15-	NATIONAL FOOD DISTRIBUTORS EXPOSITION, HOTEL SHERMAN, CHICAGO, ILL.		
Aug. 18	CONTACT: E. J. MARTIN, 110 N. FRANKLIN STREET, CHICAGO, ILLINOIS.		
Sunday	SEATTLE GIFT, TOY AND	WESTERN MERCHANDISE MART	OLYMPIC HOTEL
Aug. 20-	HOUSEWARES SHOW	SAN FRANCISCO, CALIF.	SEATTLE, WN.
Aug. 24	Additional space has been secured for exhibits at this show, due to unprecedented demands for space. In addition to space in the Olympic Hotel exhibits may be seen at the New Washington Hotel and the Terminal Sales Building. The World Merchandise Mart with an entrance across the street from the two hotels mentioned will give buyers an unusually large and complete market. Contact: Kay Leber, Show Manager, 1355 Market Street, San Francisco, California.		
Aug. 20-	ST. LOUIS GIFT SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI.		
Aug. 25	CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Aug. 21-	FALL & HOLIDAY VARIETY MDSE. FAIR, 71ST REG. ARMORY, NEW YORK, N. Y.		
Aug. 24	CONTACT: ARTHUR TARSHIS, SECTY., 36 WEST 47TH STREET, LU. 2-4627.		
Monday	NEW YORK GIFT SHOW	NATL. GIFT &	HOTELS STATLER
Aug. 21-	TO HAVE LONGER HOURS	ART ASSN.	AND NEW YORKER
Aug. 25	For the convenience of buyers, the exhibit hours of the New York Gift Show will be increased this year. All exhibits will remain open until 9 P.M. on Tuesday, August 22nd. Contact: Geo. F. Little Mgmt., MU. 9-7147.		
Aug. 23-	SEVENTH ANNUAL ADIRONDACK CRAFTSMEN'S EXHIBIT, HARRIETSTOWN TOWN HALL,		
Aug. 27	SARANAC LAKE, N.Y. CONTACT: SARANAC LAKE STUDY & CRAFT GUILD, SARANAC LAKE.		
Aug. 24-26	PENNSYLVANIA DUTCH CELEBRATION, HERSHEY, PENNSYLVANIA.		
Aug. 27-	ANNUAL OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO		
Aug. 30	CONTACT: W. E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TELEVISION NEWS</u>			
Tuesday	TELEVISION PROGRAM	WNBT	NBC
July 11-	KATHI NORRIS SHOW	CHANNEL 4	30 ROCKEFELLER PL.
July 13	In celebration of National Iced Tea Week, July 7-15, Kathi Norris will		
10:00 A.M.-	stage a demonstration with an interesting angle on how to make the best		
11:00 A.M.	iced tea on July 11. On July 12, Anton Zaic of Playcraft, Inc., will		
	demonstrate popular trends and talent of painting tile on the program.		
	On July 13, a new product called Liff which professes to restore floors		
	and other woodwork to original beauty without sanding, will be introduced		
	to Kathi Norris' viewers. Publicity: Lois Braun, PL. 3-1742.		

EDITORIAL REQUIREMENTS

For Financial World, 86 Trinity Place, New York 6, N.Y.

A weekly column in this publication, "New-Business Brevities", can use press releases and photographs of new products and developments that would be of interest to its readers. Address Howard L. Sherman.

For Scott Cunningham, Inc., 39 East 51st Street, New York 22, N.Y.

For a new, nationally-syndicated television program, "TV Topics of the Day", articles complete with diagrams or photographs featuring new home products of interest to women are desired. A woman's magazine on television, "Topics" can use glossy photographs and line drawings. Articles must be short and to the point. Address Martha Pirtle, Editor.

For King Features, 235 East 45th Street, New York 17, N.Y.

Information on food and home furnishings for use on the daily magazine page and also for the Saturday Home Magazine section should be sent to Joan O'Sullivan, at the above address.

For Kaylil Associates, 927 Madison Avenue, New York 21, N.Y.

News about lamps, for publication in "Lamp Journal"; about ceramics for "Gift and Art Buyer", and photographs and material about antique shops for "Antiques Dealer" are solicited. Also news about anything sold in Westchester retail shops for "Westchester Life." Address Kathryn Beebe.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Better Homes & Gardens, Meredith Publishing Co., Des Moines, Iowa
Editor of "It's News to Me" and "Through the Shops" columns is Barbara Baird. All material for these columns should be sent to her attention.

King Features, 235 East 45th Street, New York 17, N.Y.
Lillian Vergara is editor of the Saturday Home Magazine; Joan O'Sullivan, formerly a feature writer for the woman's page in the New York Sun is now writing for King Feature's daily magazine page and also for the Saturday Home Magazine section on food and home furnishings.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.